

2008/2009 ANNUAL REPORT

MANITOBA PRODUCT STEWARDSHIP CORPORATION



Fourteen Years of Recycling Success,
Performance and Results.

**Want to know more about recycling
in Manitoba communities or find out
more about MPSC's business plans and
programs?**

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www.mpsc.com**

The Manitoba Product Stewardship Corporation (MPSC) was established on January 1, 1995. The MPSC's core mandate as described in Manitoba Regulation 39/95 is:

- A. to establish and administer a waste reduction and prevention (WRAP) program for designated materials for Manitoba consistent with the principles of sustainable development as set out in Section 1 of the Act;
- B. to provide for the effective, efficient and economical management of designated waste materials; and
- C. to administer the fund.

The Multi-Material WRAP Fund shall be used to provide or pay for any or all of the following:

- A. establishing and administrating a waste reduction and prevention program for designated material;
- B. education programs for the purpose of the waste reduction and prevention program for designated material;
- C. expenditures incurred in the collection, transportation, storage, processing and disposal of designated material in connection with the waste reduction and prevention program;
- D. research and development activities related to the management of designated material;
- E. promotion and development of activities and economic instruments to encourage reduction and prevention of waste-designated material;
- F. the appropriate disposal of waste designated-material;
- G. salaries and other costs of the Board and the Fund;
- H. salaries and other costs of government for the administration and enforcement of the Act and this regulation as they relate to the responsibilities of the Board and the regulations respecting reduction and prevention of waste designated-material.

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MPSC Chair's Message

The program has continually grown from the 15 million kilograms recycled in 1995 to an all time high of over 70 million kilograms recycled in the 2008/09 fiscal year.

The Manitoba Product Stewardship Corporation (MPSC) was established on January 1, 1995, to encourage the expansion of convenient and efficient recycling services across Manitoba. The results are clear — over the last 14 years over 670 million kilograms of MPSC eligible materials have been recycled. The program has continually grown from the 15 million kilograms recycled in 1995 to an all time high of over 70 million kilograms recycled in the 2008/09 fiscal year.

A key strategy for increasing resident's participation in local recycling programs was to make sure that the service is convenient and accessible. MPSC with its municipal partners worked on the basis that the best way to increase the amount of recyclables coming into your program was to promote your recycling program and educate your residents about how and why to recycle in your community. Through concentrating on education and awareness, and ease of access, more than 200 community recycling programs have been established in Manitoba.

MPSC programs were based on a multi-material approach to maximizing the amount of material recovered from the municipal waste stream. The objective of the program was to capture as much "designated" recyclable materials as possible through the same system and infrastructure in order to maximize efficiency. This is especially important in Manitoba due to the large number of small communities.

The statistics related to recycling activities mentioned above will tell us some things about the success of the program over the years, however, as Chair of the MPSC, I would also like to highlight the following:

- Introduction of the Municipal Handbook and Recycling Guide to support municipal program promotion and education
- Expansion of the eligible material list in 1997/98 to include HDPE (#2) plastics, aseptic containers and residential OCC
- Development of recognizable waste reduction and anti-litter promotion material, including "Slam Dunk Your Junk" and "Use Less / Live More"
- Introduction of the award winning STAR Program in 1997/98 to support school environmental activities
- Supporting recycling service delivery at the 1999 Pan-Am Games and the 2002 North American Indigenous Games.
- Achievement of 50% recovery of the household recycling stream in 2001/02.

- In 2001/02 received the Silver Award for Excellence in School Curricula by the Solid Waste Association of North America and was recognized by the Salt Lake City Olympic Organizing Committee for outstanding achievement in environmental education.
- Introduced reusable shopping and lunch bags and the Star Plus program for post-secondary institutions in 1999/2000.
- Expansion of the eligible material list to include additional plastic containers (#4, 5 & 7) in 2001/02.
- Since 1995, supported the expansion of municipal recycling programs with the highest levels of support of any jurisdiction in Canada, that has resulted in increasing recycling levels by 350% since inception and has helped reduce GHG emissions through recycling by an estimated 2 megatonnes of CO₂ over this period.
- The MPSC funding model has been able to encourage and reward innovation and expansion of municipal recycling services, including the introduction of single stream blue box recycling and apartment recycling service in Winnipeg in 2003 that saw their recycling levels double.

The successes though, did not come without the ability of staff and municipalities to work through challenges. On the community and industry sides these challenges ranged from changing the behaviour of people to the ups and downs of the market places for recycled goods. On the government and regulatory side the challenges were related to program funding capacity and changes being proposed to move to an industry funded organization model. Throughout all of this the staff of MPSC has continued to operate in a professional and cost effective manner that has come to define the organization.

MPSC continues to be an organization dedicated to the improvement of recycling initiatives in Manitoba and is providing technical support to assist in the evolution to an extended producer responsibility model.

I would like to close by thanking the staff and board members for their hard work and dedication over the past 14 years to create and sustain the very successful model of recycling that is evident across Manitoba.

John Clarkson,
Chair

MPSC continues to be an organization dedicated to the improvement of recycling initiatives in Manitoba and is providing technical support to assist in the evolution to an extended producer responsibility model.

Message du président de la CMGPD

Le volume des matières recyclées a connu une croissance continue, passant de 15 millions de kilogrammes en 1995 à un volume record de plus de 70 millions de kilogrammes au cours de l'exercice 2008-2009.

La Corporation manitobaine de gestion des produits désignés (CMGPD) a été créée le 1er janvier 1995 afin d'encourager l'expansion des services de recyclage pratiques et efficaces dans l'ensemble du Manitoba. Les résultats sont clairs : au cours des quatorze dernières années, les Manitobains ont recyclé 670 millions de kilogrammes de matières recyclables admissibles aux programmes de la Corporation. Le volume des matières recyclées a connu une croissance continue, passant de 15 millions de kilogrammes en 1995 à un volume record de plus de 70 millions de kilogrammes au cours de l'exercice 2008-2009.

Un élément clé de la stratégie d'incitation de la participation du public aux programmes de recyclage locaux consistait à veiller à ce que le service soit accessible et pratique. En collaboration avec ses partenaires municipaux, la Corporation s'est appuyée sur le fait que le meilleur moyen d'accroître la quantité de matières recyclables traitées par ceux-ci consistait à promouvoir les programmes de recyclage et à expliquer à leurs résidents le comment et le pourquoi du recyclage dans la collectivité. En se concentrant sur l'éducation, la sensibilisation et la facilité d'accès, plus de 200 programmes de recyclage communautaire ont été établis au Manitoba.

Les programmes de la Corporation ont été fondés sur le traitement des matériaux multiples afin de maximiser la quantité de matières retirées du flux des déchets municipaux. Les programmes avaient comme objectif la collecte de la plus grande quantité possible de matières recyclables « désignées » en ayant recours à un système et à une infrastructure uniques afin de maximiser l'efficacité. Cela est particulièrement important au Manitoba en raison du grand nombre de petites collectivités.

Les statistiques afférentes aux activités de recyclage mentionnées ci-dessus nous donnent des indications sur la réussite des programmes de recyclage au cours des ans. À titre de président de la Corporation, j'aimerais toutefois à mettre en évidence les activités suivantes :

- la publication d'un manuel à l'intention des municipalités et d'un guide du recyclage afin de soutenir l'éducation et la promotion des programmes municipaux
- l'expansion de la liste des matières admissibles en 1997-1998 afin d'inclure les matières plastiques en polyéthylène haute densité (n° 2), les contenants aseptiques et le papier cannelure résidentiel;
- l'élaboration d'un matériel de promotion de la réduction des déchets et de la propreté publique, y compris les campagnes « Faites un panier avec vos papiers! » et « Vivez plus / Consommez moins »;
- la mise en oeuvre du programme STAR (Action étudiante pour le recyclage) primé en 1997-1998 afin de soutenir les activités environnementales des écoles;
- le soutien apporté à la prestation de services de recyclage lors des Jeux panaméricains de 1999 et des Jeux autochtones de l'Amérique du Nord de 2002;
- l'atteinte de l'objectif d'une récupération de 50 % des matières recyclables des ménages en 2001-2002.

La Corporation continue d'être un organisme dévoué à l'amélioration des projets de recyclage au Manitoba et elle offre un soutien technique qui participe à l'évolution vers un modèle de responsabilité élargie des producteurs

- la réception en 2001-2002 du prix Argent pour l'excellence des programmes scolaires de la Solid Waste Association of North America et la reconnaissance par le Comité d'organisation des Jeux olympiques de Salt Lake City des services insignes de la Corporation en matière de formation à l'environnement;
- l'adoption des sacs à provisions et des sacs-repas réutilisables et la mise en oeuvre du programme STAR dans les établissements postsecondaires en 1999-2000;
- l'expansion de la liste des matières admissibles en 2001-2002 afin d'inclure d'autres contenants en plastique (n° 4, 5 et 7);
- le soutien à l'expansion des programmes de recyclage municipaux qui est le plus élevé de toute autorité canadienne, qui s'est traduit par l'accroissement de 350 % des niveaux de recyclage depuis 1995 et qui a aidé à réduire les émissions de gaz à effet de serre par le recyclage d'un volume estimatif de 2 mégatonnes de dioxyde de carbone entre 1995 et aujourd'hui;
- le modèle de financement de la Corporation a permis d'encourager et de récompenser l'innovation et l'expansion des services de recyclage municipaux, y compris la mise en oeuvre du recyclage de matériaux multiples dans une seule boîte bleue et d'un service de recyclage pour les appartements à Winnipeg en 2003, qui ont permis de doubler les niveaux de recyclage des programmes municipaux.

Toutefois, de telles réussites n'auraient pas pu être possibles sans la capacité du personnel de la Corporation et des municipalités de relever des défis. Du côté des collectivités et des entreprises, les défis s'étendaient de la modification du comportement du public aux fluctuations du marché des produits recyclés. Du côté du gouvernement et des autorités réglementaires, les défis étaient liés à la capacité de financement des programmes et aux modifications proposées pour établir un modèle d'organisation financée par le secteur industriel. Tout en relevant ces défis, le personnel de la Corporation a continué d'exercer ses fonctions de la manière professionnelle et rentable qui définit aujourd'hui l'organisme.

La Corporation continue d'être un organisme dévoué à l'amélioration des projets de recyclage au Manitoba et elle offre un soutien technique qui participe à l'évolution vers un modèle de responsabilité élargie des producteurs.

En conclusion, j'aimerais remercier les membres du personnel et du conseil d'administration de leur travail acharné et de leur dévouement au cours des quatorze dernières années en vue de créer et de viabiliser le modèle de recyclage couronné de succès qui s'est répandu dans l'ensemble de la province.

John Clarkson

Président

General Manager's Message

Perhaps the most significant accomplishment is that even in tough economic times, recycling programs continue to operate and reduce the amount of waste going to landfill.

On March 31, 2009, we closed the books on the fourteenth year of operation and accomplishments. The 2008-2009 fiscal year saw Manitobans recycle a record 70,000 metric tonnes of designated materials. Based on the current economic realities this is an amazing accomplishment indeed. Programming and recovery increased in most regions of the province. Recycling is entrenched in the minds of Manitobans, and no matter what, they want their recycling program and continue to participate enthusiastically.

Fourteen Years of Accomplishment:

The Chair's message ably highlighted some of the many accomplishments of MPSC over the past fourteen years. I'm going to add a couple of additional ones. On the monetary side since 1995 MPSC collected a little more than \$100 million from the 2 cent levy on ready to serve beverage containers. Adding interest, a couple of years of voluntary stewardship, a few years of receiving the PST on the beverage levy and accounting for credits for out of province shipping, MPSC has netted more than \$103 million.

MPSC has returned directly to Manitoba communities based on tonnes collected almost \$ 85 million or 82.5 % of funds collected. Add in revenues from 670,000 metric tonnes recovered and one can see that MPSC has had a significant impact on the economics of local community recycling in Manitoba.

MPSC also invested almost \$ 6 million in public awareness and targeted sponsorship. More than \$ 4 million in school education programming and \$ 1.8 million in municipal technical and promotion and education support. MPSC's revenue stream has been unchanged in 14 years of operation. Our continuous focus on cost and efficiency along with the prudent financial management that has become our hallmark, has allowed MPSC to continue funding community recycling programs through times of unprecedented growth. Moving to funding rates by population categories was in itself a major accomplishment. The one size fits all funding rates worked when the program started, but we quickly realized that the major cost driver of residential recycling was population size and density. We determined the best way to compare costs and performance of community recycling programs was to group them with like communities of similar sizes. This offers fairness and the ability to compare performance and became the template for others to follow.

But perhaps the most significant accomplishment is that even in tough economic times, recycling programs continue to operate and reduce the amount of waste going to landfill. MPSC multi-materials approach works and municipal funding has provided the safety net that ensures programs have been able to continue operating.

Where from here?

In December 2008 a new Packaging and Printed Materials Regulation was passed. Multi-Material Stewardship Manitoba (MMSM) has been established by industry to create a program plan to answer the regulatory requirements and accompanying guidelines. Once MMSM is operational, applicable MPSC programming will be transitioned to the new organization and MPSC will cease operation. In the meantime MPSC has been instructed to produce a one year business plan taking us through March 31, 2010.

As instructed by the MPSC Board of Directors, MPSC is to concentrate on:

- Maintaining current MPSC Municipal funding system
- Prepare for the closure of MPSC

During the transition MPSC will continue to operate our business in the manner that has earned staff broad-based stakeholder endorsement for delivering a model for effective and efficient administration of recycling initiatives.

Legacy

At this point next year it is anticipated that MPSC will have wrapped up the 15th and final year of operation, disposed of assets and closed its doors. Staff will have moved on in search of new challenges and opportunities. So after fourteen plus years, what is the legacy of the Manitoba Product Stewardship Corporation? Community recycling programming is entrenched, what was once the exception has become the accepted and in some cases demanded. There are examples of successful community recycling programs in all regions of the province no matter what the population size.

The past fourteen years has seen unimagined growth in community recycling programming. The total number of tonnes diverted from landfill has far outstripped the projections developed in the mid 1990's. There is no disputing that MPSC's multimaterial approach worked and was cost effective and efficient. MMSM has been provided with a solid foundation to build on as they develop the next iteration of product stewardship for Manitoba.

For me personally the MPSC legacy and the most significant achievement has been the development of the MPSC staff. What came together was a smart, young and aggressive group of likeminded people who were eager to learn. They embraced the challenge, worked diligently and were the primary reason MPSC achieved the results we've enjoyed. My responsibility was to create an environment for them to thrive and grow by encouraging continual learning, articulating the corporate goals, providing feed back on performance and staying out of their way. This created a workplace that was fast paced, challenging, fulfilling and a whole lot of fun.

"If you're not recycling, you're throwing it all away"

Jim Fogg

General Manager

There is no disputing that MPSC's multimaterial approach worked and was cost effective and efficient. MMSM has been provided with a solid foundation to build on as they develop the next iteration of product stewardship for Manitoba.

La réussite la plus importante est peut-être le fait que malgré les conditions économiques difficiles, les programmes de recyclage demeurent actifs et continuent de réduire la quantité des déchets mis en décharge.

Message du directeur général

Le 31 mars 2009 marquait la fin de la quatorzième année d'activité et de réussite de la Corporation manitobaine de gestion des produits désignés (CMGPD). L'exercice 2008-2009 a été témoin du recyclage d'un volume record de 70 000 tonnes métriques de matières désignées au Manitoba. Si on tient compte de la réalité économique actuelle, il s'agit là d'une réussite exceptionnelle. Les programmes et la récupération ont connu une augmentation dans la plupart des régions de la province. Le recyclage est bien enraciné dans l'esprit des Manitobains et, quoi qu'il arrive, ces derniers veulent leurs programmes de recyclage et continuent d'y participer avec enthousiasme.

Quatorze années couronnées de succès

Le message du président de la Corporation met clairement en évidence certaines des nombreuses réussites de cette dernière au cours des quatorze dernières années. Sur le plan monétaire, depuis 1995, la Corporation a récolté un peu plus de 100 millions de dollars en raison de la taxe de 2 ¢ sur les contenants de boissons prêts à servir. Si on ajoute les intérêts, quelques années de gestion volontaire, quelques années de réception de la taxe de vente provinciale sur la taxe de 2 ¢ et les crédits acquis pour les expéditions à l'extérieur de la province, la Corporation a obtenu un montant net de plus de 103 millions de dollars.

En fonction du nombre de tonnes de matières recyclables collectées, la Corporation a versé directement aux collectivités manitobaines près de 85 millions de dollars, soit 82,5 % des fonds collectés. Si on ajoute les recettes provenant de la récupération de 670 000 tonnes métriques de matières recyclables, tous peuvent constater que la Corporation a eu une influence significative sur l'économie du recyclage communautaire local au Manitoba.

La Corporation a également investi près de 6 millions de dollars dans la sensibilisation du public et le parainage ciblé, soit plus de 4 millions de dollars dans des programmes d'éducation à l'école et 1,8 million de dollars dans le soutien des activités municipales de soutien technique, de promotion et d'éducation. Le flux d'entrées de la Corporation n'a jamais changé au cours de ses quatorze années d'existence. Une concentration continue sur les coûts et l'efficacité, accompagnée par la gestion financière prudente qui est devenue la marque de la Corporation, ont permis à cette dernière de continuer à financer les programmes de recyclage communautaires pendant une période de croissance sans précédent. L'adoption de taux de financement en fonction de la taille de la population a été en lui-même une réussite majeure. Le financement uniformisé fonctionnait au début des programmes de recyclage, mais la Corporation s'est rendu compte rapidement que le principal générateur de coût du recyclage résidentiel était la taille et la densité de la population. Nous avons déterminé que la meilleure façon de comparer les coûts et le rendement des programmes de recyclage communautaires consistait à les regrouper avec ceux des collectivités semblables de même taille. Une telle approche offre de l'équité et la capacité de comparer le rendement et elle est devenue le modèle à suivre.

Par ailleurs, la réussite la plus importante est peut-être le fait que malgré les conditions économiques difficiles, les programmes de recyclage demeurent actifs et continuent de réduire la quantité des déchets mis en décharge. L'approche du recyclage de matériaux multiples et le financement des municipalités ont tissé un filet de sécurité qui a permis la poursuite des programmes de recyclage.

Quel est l'avenir?

En décembre 2008, le gouvernement provincial a adopté un nouveau Règlement sur la gestion des emballages et des imprimés. Les entreprises visées ont créé l'organisme Multi-Material Stewardship Manitoba (MMSM) en vue d'élaborer un plan de programme pour se soumettre aux exigences réglementaires et aux lignes directrices connexes. Une fois que MMSM sera fonctionnel, les programmes pertinents de la Corporation seront transférés au nouvel organisme et cette dernière cessera ses activités. Entre temps, le gouvernement a demandé à la Corporation d'élaborer un plan d'activité d'un an, qui la mènera au 31 mars 2010.

Le conseil d'administration de la Corporation a établi les deux priorités suivantes pour l'organisme :

- maintenir le système de financement des municipalités actuel de la Corporation;
- préparer la fin des activités de la Corporation.

Pendant la période de transition, nous continuerons d'exercer nos fonctions d'une manière qui a permis au personnel de la Corporation d'obtenir un large soutien des intervenants du secteur pour son modèle d'administration efficace des initiatives de recyclage.

Héritage

A la même période l'an prochain, on prévoit que la Corporation aura complété sa quinzième et dernière année d'activité, se sera départie de ses éléments d'actif et aura fermé ses portes. Les membres du personnel seront partis à la recherche de nouvelles possibilités et de nouveaux défis. Après quatorze ans, quel est l'héritage de la Corporation? Les programmes de recyclage communautaires sont bien implantés et ce qui était l'exception est devenu acceptable et même exigé dans certains cas. Il y a des exemples de programmes de recyclage communautaires couronnés de succès dans toutes les régions de la province, quelle que soit la taille de la population des collectivités.

Au cours des quatorze dernières années, nous avons été témoins d'une croissance inimaginable et sans précédent des programmes de recyclage communautaires. Le nombre total de tonnes de matériaux valorisés a dépassé de beaucoup les prévisions élaborées au milieu des années 1990. On ne peut pas contester que l'approche du recyclage de matériaux multiples de la Corporation fonctionne et qu'elle est efficace et économique. L'organisme MMSM bénéficie d'une fondation solide sur laquelle s'appuyer pour élaborer la prochaine étape de la gestion des produits désignés au Manitoba.

A mon avis, l'héritage de la Corporation et sa réussite la plus importante ont été le perfectionnement de son personnel. Au départ, les employés formaient un groupe de jeunes personnes intelligentes, agressives et de même sensibilité qui étaient empressées d'apprendre. Ces dernières ont accepté les défis, travaillé avec diligence et constitué la raison principale de l'obtention des résultats constatés. Ma responsabilité consistait à créer un milieu qui favorise le perfectionnement et l'épanouissement des membres du personnel en encourageant l'apprentissage continu, en articulant les objectifs de la Corporation, en offrant une rétroaction sur le rendement et en leur laissant le champ libre. Cela a créé un milieu de travail où les activités se déroulent à un rythme rapide, un milieu stimulant, pleinement satisfaisant et rempli de plaisir.

« Si vous ne recyclez pas, vous gaspillez tout ce qui vous reste. »

Jim Fogg
Directeur général

On ne peut pas contester que l'approche du recyclage de matériaux multiples de la Corporation fonctionne et qu'elle est efficace et économique. L'organisme MMSM bénéficie d'une fondation solide sur laquelle s'appuyer pour élaborer la prochaine étape de la gestion des produits désignés au Manitoba.

Municipal Programs

The Multi-Material WRAP Fund shall be used to provide or pay for the following:

- the establishment and administration of a waste reduction and prevention program for designated material;
- expenditures incurred in the collection, transportation, storage, processing and disposal of designated material in connection with the waste reduction and prevention program;
- the appropriate disposal of waste-designated material;



A Message from the Manager

Overall, the 2008-2009 fiscal year was another successful year for MPSC's Municipal Programs. In partnership with community recycling programs across Manitoba, we have hit new heights with over 70,000 metric tonnes of packaging and printed material being recycled instead of disposed in landfill. Congratulations to everyone who played a role in this success, especially the residents of communities across the province who continue to demonstrate their strong commitment to the environmental and economic benefits of efficient and effective recycling.

Unfortunately, the year 2008 didn't end as well as it began as global market conditions declined significantly resulting in a rapid drop in the price for most input commodities (ex. metals, paper, plastics, etc.). The value of recyclable materials dropped as well and for the first time since the MPSC system was established, the prices of all the materials in the recycling stream declined significantly at the same time.

The situation is not unique to Manitoba. All recycling programs across the globe are being affected. All jurisdictions continue to struggle with the current market conditions, regardless of what type of recycling system they have in place.

In "the old days" prior to the MPSC system, a recycling market situation such as the one we're facing today would likely have resulted in the scaling back or abandoning of recycling efforts in most communities. While it certainly isn't a pleasant time for any community recycling program, the fact that Manitoba's 200-plus community recycling programs continue to survive despite the temporarily low market value of recycled materials is just another example of the value of Manitoba's community recycling program support system, regardless of how it's administered.

According to the timelines provided to us, as of this time next year, MPSC will no longer be in operation. In this final message, I just want to say thank you for your commitment to recycling and reducing waste in your community and best of luck as you continue forward in partnership with the new industry-led packaging and printed material stewardship model.

"In three words I can sum up everything I've learned about life. It goes on." (Robert Frost)

Mike Fernandes,
Senior Manager,
Municipal Programs, MPSC

**The fact that
Manitoba's 200-plus
community recycling
programs continue
to survive despite
the temporarily low
market value of
recycled materials is
just another example
of the value of
Manitoba's community
recycling program
support system.**

Did You Know?

70,338 metric tonnes

= 70,338,000 kilograms

= 155,067,000 pounds

That is 63.1kgs
(approximately 139
pounds) of packaging and
printed material recycled
per Manitoban last year
just through MPSC-funded
local recycling programs!
This does not include the
recycling of non-MPSC
materials, nor the recycling
of aluminum, metal and
plastic containers directly
delivered to brokers by
individuals or charitable
organizations.

Chart 1 — Recovery of
Residential Materials in
Metric Tones

Recovery of Eligible Materials

In MPSC's 2008-2009 fiscal year (April 1, 2008 – March 31, 2009), Manitobans recycled 70,338 metric tonnes of packaging and printed material through MPSC-funded local community recycling programs.

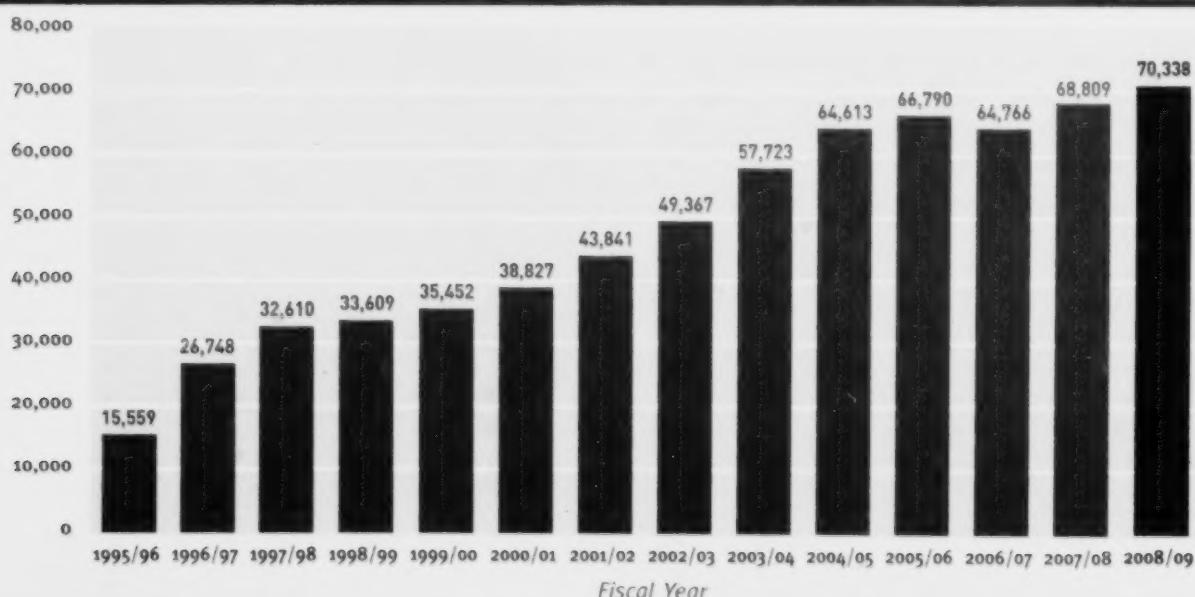
This represents an overall increase in reported recovery of approximately 1,529 metric tonnes compared to the previous fiscal year.

670,151,158
KILOGRAMS

This is how much eligible household material
has been recycled since 1995 with funding
support from the MPSC!

Go to www.mpsc.com for details

Updated quarterly. Last update 03/2009

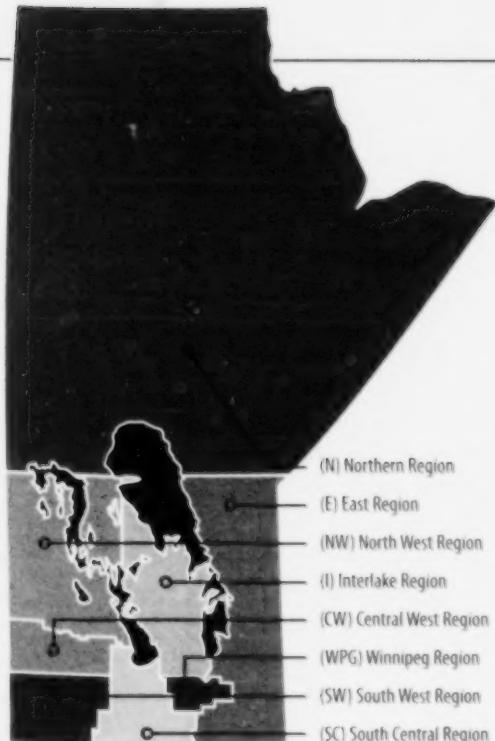


Municipal Recycling in Manitoba: MPSC Regions

MPSC provides financial and technical support to recycling programs operated by Manitoba communities, including: registered municipalities, provincial and federal parks, First Nations and Northern Affairs communities.

Manitoba communities participate in the MPSC funding program on a voluntary basis –communities are **not** required by law to have recycling programs. With technical and financial support from the MPSC, Manitoba communities establish, operate, promote and expand their own recycling programs. From MPSC's inception in 1995 to current day, Manitoba communities have recycled over 1.47 billion pounds of household materials!

Over 200 communities participate in MPSC's recycling programs. Aside from the funding and technical support provided by MPSC, it is the communities own initiative that has been the driving force behind the level of recycling activity in each region. The table below outlines the number of Manitobans that participate in the program along with total kilograms recycled in each region.



Note: Not all materials recycled through Manitoba community recycling programs are eligible for MPSC recycling support payments (e.g. corrugated cardboard from commercial establishments).

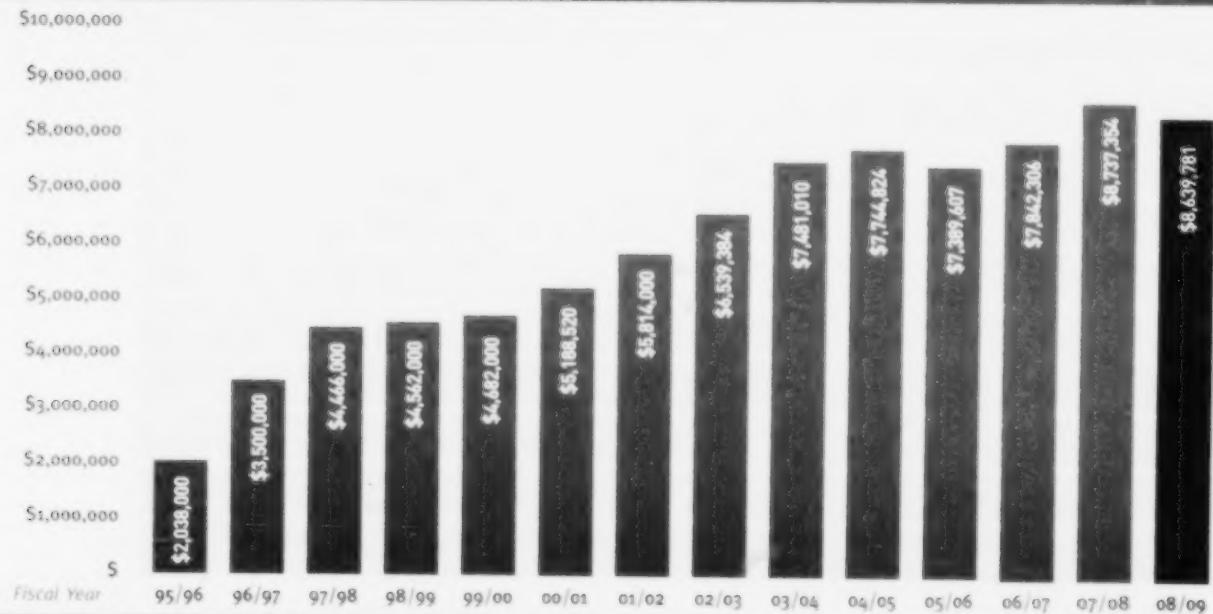
Chart 2 —
Summary By Region

	Population in participating communities	Total kilograms recycled	Average kgs recycled per person
Central West	26,144	1,631,261	62.4
East	79,694	5,435,247	68.2
Interlake	64,378	2,823,910	43.9
North	45,085	1,409,944	31.3
North West	42,409	2,020,447	47.6
South Central	82,348	5,730,791	69.6
South West	88,119	5,089,908	57.8
Winnipeg	687,657	46,196,267	67.2
Total	1,115,834	70,337,775	63.0

Did You Know?

Under the MPSC system, participating communities and/or their recycling agents keep all the revenue from selling recyclables to brokers and/or end users. Although market revenues dropped dramatically in the final few months of 2008, the situation is not expected to continue indefinitely. For Manitoba communities there is an economic benefit to keeping these materials out of local landfills (also called the "avoided cost of disposal"). Not only are there environmental benefits from recycling, there are also economic benefits!

Chart 3 — Municipal Recycling Support Payments



Municipal Recycling Support Payments

MPSC funds municipal recycling programs through an incentive-based system. Communities are paid a fixed rate (see chart below) for every metric tonne of eligible material (see chart on page 19 for list of eligible materials) recycled by their residents through registered recycling programs.

MPSC analyzes funding rates on an annual basis and changes the rates accordingly. These rates are expected to fluctuate year to year due to the dynamic nature of the recycling market. For more information on how MPSC calculates funding rates, see our website at www.mpsc.com.

2008/2009 funding rates per metric tonne

Group	Rates
City of Winnipeg	\$112 per tonne
City of Brandon	\$128 per tonne
Communities with populations between 5,001 and 15,000	\$143 per tonne
Communities with populations between 1,001 and 5,000	\$159 per tonne
Communities with populations between 0 and 1,000	\$193 per tonne

MPSC paid participating municipalities over \$8.63 million in direct support payments. The table on the next few pages shows how the \$8.63 million was distributed to each participating community in the province.

Summary of MPSC Payments & Tonnes Recycled by Participating Community

MUNICIPALITY	REGION	POPULATION	08-09 FUNDING RATE	TOTAL MPSC PAYMENTS RECEIVED/ COMMUNITY 08-09	TOTAL TONNES RECYCLED 08-09
Alexander, R.M.	East	2,978	\$ 159	\$ 23,825	150.16
Altona, Town	South Central	3,709	\$ 159	\$ 39,954	343.05
Arborg, Town	Interlake	1,021	\$ 159	\$ 5,063	47.60
Argyle, R.M.	South Central	1,073	\$ 159	\$ 20,016	17.68
Armstrong, R.M.	Interlake	1,919	\$ 159	\$ 7,832	49.26
Arthur, R.M.	South West	440	\$ 193	\$ 760	3.94
Beausejour, Town	East	2,823	\$ 159	\$ 27,637	217.28
Benito, Village	North West	370	\$ 193	\$ 5,771	39.46
Berens River First Nation	East	739	\$ 193	—	no claims rec'd
Bifrost, R.M.	Interlake	2,972	\$ 159	\$ 14,737	138.57
Binscarth, Village	Central West	396	\$ 193	\$ 2,441	24.84
Birtle, R.M.	Central West	666	\$ 193	\$ 4,816	31.86
Birtle, Town	Central West	662	\$ 193	\$ 4,788	31.67
Blanshard, R.M.	Central West	586	\$ 193	\$ 3,071	15.91
Boissevain, Town	South West	1,497	\$ 159	\$ 9,440	83.06
Bowsman, Village	North West	315	\$ 193	\$ 3,552	22.27
Brandon, City	South West	41,511	\$ 128	\$ 396,691	2905.47
Brenda, R.M.	South West	549	\$ 193	\$ 1,177	6.10
Brokenhead, R.M.	East	3,940	\$ 159	\$ 38,575	305.28
Buffalo Point First Nation	East	141	\$ 193	\$ 4,189	25.82
Cameron, R.M.	South West	433	\$ 193	\$ 3,215	16.06
Canupayakpa DakotaNi(OakLake)	South West	295	\$ 193	—	0.00
Carberry, Town	South West	1,302	\$ 159	\$ 15,846	142.07
Carman, Town	South Central	2,880	\$ 159	\$ 46,482	340.08
Cartier, R.M.	Winnipeg	3,162	\$ 159	\$ 19,758	119.04
Cartwright, Village	South Central	282	\$ 193	\$ 2,550	13.21
Churchill, Town	North	923	\$ 193	—	no claims rec'd
Clanwilliam, R.M.	Central West	494	\$ 193	\$ 3,368	25.16
Coldwell, R.M.	Interlake	1,339	\$ 159	\$ 7,859	49.43
Cornwallis, R.M.	South West	4,058	\$ 159	\$ 22,385	154.18
Crystal City, Village	South Central	400	\$ 193	\$ 13,678	80.56
Dauphin, City	North West	7,906	\$ 143	\$ 108,721	834.48
Dauphin, R.M.	North West	2,273	\$ 159	\$ 34,264	215.50
De Salaberry, R.M.	East	3,349	\$ 159	\$ 26,517	182.14
Deloraine, Town	South West	977	\$ 193	\$ 9,789	52.23
Duck Mountain Provincial Park	North West	999	\$ 193	\$ 101	0.70
Dufferin, R.M.	South Central	2,199	\$ 159	\$ 2,063	15.09
Dunnottar, Village	Interlake	692	\$ 193	\$ 4,195	21.73
East St. Paul, R.M.	Winnipeg	8,733	\$ 143	\$ 92,631	672.73
Edward, R.M.	South West	621	\$ 193	\$ 865	4.48
Elkhorn, Village	South West	461	\$ 193	\$ 13,925	81.81
Ellice, R.M.	Central West	423	\$ 193	\$ 5,571	2.96
Elton, R.M.	South West	1,285	\$ 159	—	no claims rec'd
Emerson, Town	South Central	689	\$ 193	\$ 6,981	36.43
Erickson, Town	Central West	456	\$ 193	\$ 3,109	21.24
Eriksdale, R.M.	Interlake	911	\$ 193	\$ 6,491	33.63
Ethelbert, R.M.	North West	385	\$ 193	\$ 3,416	17.72
Ethelbert, Village	North West	312	\$ 193	\$ 6,952	36.08

MPSC offers communities more than financial support. Participating communities also have access to tools designed to help their local recycling programs become more effective and cost efficient.

You can find out more by visiting our website at www.mpsc.com.

Did You Know?

**Since 1995 participating
Manitoba communities have
received over \$85 million
from MPSC to support local
recycling.**

MUNICIPALITY	REGION	POPULATION	08-09 FUNDING RATE	TOTAL MPSC PAYMENTS RECEIVED / COMMUNITY 08-09	TOTAL TONNES RECYCLED 08-09
Falcon Lake/Westhawk (WPP)	East	300	\$ 193	\$ 20,952	128.44
Fisher, R.M.	Interlake	1,944	\$ 159	\$ 17,899	112.58
Flin Flon, city	North	5,594	\$ 143	\$ 35,507	337.71
Franklin, R.M.	East	1,768	\$ 159	\$ 14,102	93.67
Gilbert Plains, R.M.	North West	834	\$ 193	\$ 2,423	12.56
Gilbert Plains, Town	North West	760	\$ 193	\$ 11,758	60.92
Gillam, Town	North	1,209	\$ 159	\$ 3,178	28.04
Gimli, R.M.	Interlake	5,797	\$ 143	\$ 47,374	335.44
Gladstone, Town	South Central	802	\$ 193	\$ 11,069	62.08
Glenboro, Village	South West	633	\$ 193	\$ 15,774	81.73
Glenella, R.M.	Central West	517	\$ 193		no claims rec'd
Glenwood, R.M.	South West	640	\$ 193		51.00
God's Lake Narrows F/N	North	2,328	\$ 159		no claims rec'd
Grahamdale, R.M.	Interlake	1,416	\$ 159	\$ 1,381	9.05
Grand Beach Provincial Park	East	500	\$ 193		no claims rec'd
Grand Rapids, Town	North	336	\$ 193		no claims rec'd
Grandview, R.M.	North West	736	\$ 193	\$ 7,906	40.96
Grandview, Town	North West	839	\$ 193	\$ 9,012	46.70
Gretta, Town	South Central	574	\$ 193	\$ 8,690	50.27
Grey, R.M.	South Central	2,004	\$ 159	\$ 9,255	59.78
Ham iota, R.M.	Central West	437	\$ 193	\$ 5,321	32.07
Ham iota, Town	Central West	823	\$ 193	\$ 10,023	60.41
Hanover, R.M.	East	11,871	\$ 143	\$ 95,553	839.95
Harrison, R.M.	Central West	812	\$ 193	\$ 6,404	36.97
Hartney, Town	South West	400	\$ 193	\$ 2,970	15.39
Headingley, R.M.	Winnipeg	2,726	\$ 159	\$ 28,860	181.51
Hecla Grindstone Prov Park	Interlake	400	\$ 193		no claims rec'd
Kehewy, R.M.	North	2,453	\$ 159	\$ 5,224	42.97
Killarney - Turtle Mountain	South West	3,299	\$ 159	\$ 36,556	800.65
La Broquerie, R.M.	East	3,659	\$ 159	\$ 26,475	209.74
Lac Brochet First Nation	North	604	\$ 193		no claims rec'd
Lac du Bonnet, R.M.	East	2,812	\$ 159	\$ 31,560	198.49
Lac du Bonnet, Town	East	1,009	\$ 159	\$ 14,479	91.10
Lake St. Martin First Nation	Interlake	1,338	\$ 159		no claims rec'd
Lakesview, R.M.	South Central	342	\$ 193	\$ 2,426	12.57
Laniford, R.M.	Central West	787	\$ 193	\$ 8,101	41.98
Lansdowne, R.M.	Central West	750	\$ 193	\$ 2,506	12.98
Lawrence, R.M.	North West	501	\$ 193	\$ 1,608	8.48
Leaf Rapids, Town	North	539	\$ 193	\$ 273	2.38
Lilje, R.M.	South Central	2,003	\$ 159	\$ 9,409	70.69
Louise, R.M.	South Central	819	\$ 193	\$ 6,839	40.28
MacDonald, R.M.	Winnipeg	5,653	\$ 143	\$ 45,957	318.13
MacGregor, Town	South Central	921	\$ 193		no claims rec'd
Manitou, Town	South Central	718	\$ 193	\$ 6,160	35.67
MB Conservation - Moose Lake	East	90	\$ 193	\$ 1,756	10.91
MB Conservation - Paint Lake	North	275	\$ 193	\$ 1,785	10.97
McCreary, R.M.	Central West	476	\$ 193	\$ 1,360	7.95
McCreary, Village	Central West	487	\$ 193	\$ 1,302	7.21
Melita, Town	South West	1,051	\$ 159	\$ 1,496	9.41
Minnedosa, R.M.	Central West	904	\$ 193	\$ 7,200	37.54
Minnedosa, Town	North West	497	\$ 193	\$ 5,006	33.75
Minnedosa, Town	Central West	2,474	\$ 159	\$ 40,427	254.26
Minto, R.M.	Central West	667	\$ 193		no claims rec'd

MUNICIPALITY	REGION	POPULATION	08-09 FUNDING RATE	TOTAL MPSC PAYMENTS RECEIVED / COMMUNITY 08-09	TOTAL TONNES RECYCLED 08-09
Montcalm, RM.	South Central	1,317	\$ 159	\$ 10,880	7286
Morden, Town	South Central	6,571	\$ 143	\$ 63,259	998.73
Morris, Town	South Central	1,643	\$ 159	\$ 13,209	8847
Morton, RM.	South West	718	\$ 193	\$ 5,975	39.85
Moisey River, RM.	North West	614	\$ 193	\$ 1,558	8.07
Mountain, RM.	North West	1,336	\$ 159	\$ 2,443	23.20
Neepawa, Town	Central West	3,298	\$ 159	\$ 75,392	474.17
Nisichawayasihk Cree Nation	North	2,484	\$ 159		no claims rec'd
Niverville, Town	East	2,464	\$ 159	\$ 49,470	390.04
North Cypress, RM.	South West	1,902	\$ 159	\$ 8,959	80.32
North Norfolk, RM.	South Central	2,742	\$ 159	\$ 17,828	137.69
Norway Hse (Norway House C.N.)	North	4,071	\$ 159		no claims rec'd
Notre Dame de Lourdes, Village	South Central	589	\$ 193	\$ 13,105	67.90
Oak Lake, Town	South West	363	\$ 193	\$ 1,266	6.56
Oakland, RM.	South West	1,033	\$ 159	\$ 5,022	31.59
Ochre River, RM.	North West	929	\$ 193	\$ 8,552	44.31
Odanah, RM.	Central West	540	\$ 193		no claims rec'd
Opaskwayak Cree Nation	North	2,578	\$ 159	\$ 5,451	44.84
Park, RM.	Central West	1,291	\$ 159	\$ 6,670	65.76
Peguis First Nation	Interlake	2,513	\$ 159		no claims rec'd
Pembina, RM.	South Central	1,712	\$ 159	\$ 11,130	85.03
Pilot Mound, Town	South Central	630	\$ 193	\$ 10,569	62.25
Pinawa, L.G.D.	East	1,450	\$ 159	\$ 19,538	133.27
Pine Creek First Nation	North West	1,147	\$ 159		no claims rec'd
Piney, RM.	East	1,755	\$ 159	\$ 11,421	91.13
Pipstone, RM.	South West	1,419	\$ 159	\$ 16,036	103.17
Plum Coulee, Town	South Central	770	\$ 193	\$ 7,699	40.40
Portage la Prairie, City	South Central	12,728	\$ 143	\$ 181,041	1230.57
Portage La Prairie, RM.	South Central	6,793	\$ 143	\$ 58,497	409.07
Powerview - Pine Falls	East	1,294	\$ 159	\$ 10,671	87.61
Rapid City, Town	Central West	416	\$ 193	\$ 5,850	30.31
Reynolds, RM.	East	1,410	\$ 159	\$ 11,335	85.17
Rhinelands, RM.	South Central	4,125	\$ 159	\$ 9,980	75.41
Riding Mountain National Park	Central West	300	\$ 193	\$ 2,046	15.29
Ritchot, RM.	Winnipeg	5,051	\$ 143	\$ 38,524	266.75
Rivers, Town	South West	1,193	\$ 159	\$ 6,880	43.40
Riverside, RM.	South West	809	\$ 193	\$ 1,555	8.13
Riverton, Village	Interlake	537	\$ 193	\$ 3,512	25.03
Roblin, RM.	South Central	964	\$ 193	\$ 3,825	19.82
Roblin, Town	North West	1,672	\$ 159	\$ 16,520	105.08
Rockwood, RM.	Interlake	7,692	\$ 143	\$ 14,924	104.36
Roland, RM.	South Central	1,002	\$ 159	\$ 6,411	40.52
Rolling River First Nation	Central West	336	\$ 193		no claims rec'd
Rosedale, RM.	Central West	1,658	\$ 159	\$ 7,476	47.02
Rossburn, RM.	Central West	514	\$ 193	\$ 2,654	13.75
Rossburn, Town	Central West	546	\$ 193	\$ 2,819	14.61
Rosser, RM.	Winnipeg	1,364	\$ 159	\$ 5,722	47.53
Russell, RM.	Central West	661	\$ 193	\$ 4,086	41.57
Russell, Town	Central West	1,428	\$ 159	\$ 6,691	89.81
Sadkeeng F.N. (Fort Alexander)	East	2,121	\$ 159		no claims rec'd
Selkirk, city	Interlake	9,515	\$ 143	\$ 112,545	940.04
Shoal Lake, RM.	Central West	555	\$ 193	\$ 11,463	66.83
Shoal Lake, Town	Central West	680	\$ 193	\$ 14,044	81.88

**Participation by
Manitoba communities
in the MPSC funding
program is, and has
always been, voluntary
– Manitoba communities
are not required by
regulation to have
recycling programs. The
communities themselves,
along with the support
of the MPSC have created
and grown recycling
programs from their
infancy 14 years ago, to
mature well-established
programs today.**

**Want to see any of the
recycling report cards for
these communities?
Go to www.mpsc.com,
click on MB Recycles and
find the community.**

MUNICIPALITY	REGION	POPULATION	08-09 FUNDING RATE	TOTAL MPSC PAYMENTS RECEIVED / COMMUNITY 08-09	TOTAL TONNES RECYCLED 08-09
Sifton, R.M.	South West	796	\$ 193	\$ 2,775	14.38
Sigulnes, R.M.	Interlake	1,480	\$ 159	-	no claims rec'd
Snow Lake, Town	North	837	\$ 193	\$ 3,039	17.83
Somerset, Village	South Central	432	\$ 193	\$ 7,979	41.34
Souris, Town	South West	1,772	\$ 159	\$ 17,081	141.23
South Cypress, R.M.	South West	834	\$ 193	\$ 830	4.30
South Norfolk, R.M.	South Central	1,170	\$ 159	\$ 2,464	15.50
Split Lake (Tataskweyak C.N.)	North	1,819	\$ 159	-	no claims rec'd
Springfield, R.M.	Winnipeg	12,990	\$ 143	\$ 62,901	423.34
St. Andrews, R.M.	Interlake	11,359	\$ 143	\$ 63,056	539.27
St. Claude, Village	South Central	588	\$ 193	\$ 14,738	76.36
St. Clements, R.M.	East	9,706	\$ 143	\$ 8,474	59.26
St. François-Xavier, R.M.	Winnipeg	1,087	\$ 159	\$ 9,755	61.35
St. Laurent, R.M.	Interlake	1,454	\$ 159	\$ 1,735	10.91
St. Lazare, Village	Central West	265	\$ 193	\$ 358	1.85
St. Pierre-Jolys, Village	East	839	\$ 193	\$ 8,920	46.84
Stanley, R.M.	South Central	6,367	\$ 143	-	no claims rec'd
Ste. Anne, R.M.	East	4,509	\$ 159	\$ 4,310	31.10
Ste. Anne, Town	East	1,534	\$ 159	\$ 32,218	243.95
Ste. Rose du Lac, Town	North West	995	\$ 193	\$ 18,059	93.57
Ste. Rose, R.M.	North West	791	\$ 193	\$ 1,256	6.51
Steinbach, City	East	11,066	\$ 143	\$ 176,616	1548.72
Stonewall, Town	Interlake	4,376	\$ 159	\$ 28,001	176.11
Strathclair, R.M.	Central West	840	\$ 193	\$ 8,204	42.51
Strathcona, R.M.	South West	727	\$ 193	\$ 822	4.26
Stuartburn, R.M.	East	1,629	\$ 159	\$ 11,586	91.01
Swan River, R.M.	North West	2,784	\$ 159	\$ 4,906	44.72
Swan River, Town	North West	3,859	\$ 159	\$ 35,747	283.99
Tache, R.M.	Winnipeg	9,083	\$ 143	\$ 52,603	405.25
Teulon, Town	Interlake	1,124	\$ 159	\$ 7,260	45.66
The Pas, Town	North	5,589	\$ 143	\$ 15,012	99.02
Thompson, City	North	13,446	\$ 143	\$ 85,429	829.17
Thompson, R.M.	South Central	1,259	\$ 159	\$ 4,191	26.36
Treherne, Town	South Central	646	\$ 193	\$ 10,764	55.77
Victoria Beach, R.M.	East	388	\$ 193	\$ 13,938	72.28
Victoria, R.M.	South Central	1,149	\$ 159	\$ 11,300	71.07
Virden, Town	South West	3,010	\$ 159	\$ 44,549	319.44
Wallace, R.M.	South West	1,501	\$ 159	\$ 22,211	159.27
Waskada, Village	South West	199	\$ 193	\$ 427	2.21
Wawanesa, Village	South West	535	\$ 193	\$ 9,148	47.40
West St. Paul, R.M.	Winnipeg	4,357	\$ 159	\$ 49,566	311.74
Whitehead, R.M.	South West	1,402	\$ 159	\$ 5,048	31.75
Whitemouth, R.M.	East	1,480	\$ 159	\$ 11,898	89.40
Whiteshell Prov Park, W.C.A.	East	570	\$ 193	\$ 2,567	14.45
Whitewater, R.M.	South West	648	\$ 193	\$ 4,508	23.36
Winkler, City	South Central	9,106	\$ 143	\$ 103,442	943.22
Winnipeg Beach, Town	Interlake	1,017	\$ 159	\$ 17,064	138.67
Winnipeg, City	Winnipeg	633,451	\$ 112	\$ 5,034,275	43388.70
Winnipegosis, Village	North West	628	\$ 193	\$ 7,996	41.43
Woodlands, R.M.	Interlake	3,562	\$ 159	\$ 7,408	46.59
Woodworth, R.M.	South West	890	\$ 193	\$ 5,879	31.14
Total				\$ 8,639,781	70,337.78

By-Material Recovery of Eligible Materials

On average, Manitobans recycled approximately 60.10 kilograms per person (70,337,775 kgs/1,170,300 population in 2006) through local community recycling programs.

Chart 4 —
By-Material Recovery

Eligible Material	Total Recycled 2007/2008 (Kg's)	Total Recycled 2008/2009 (Kg's)	Change from Previous Year (Kg's)	Average Kgs Recycled Per Manitoban 2008/2009 (2006 pop. = 1,170,300)
Newspapers, Magazines, Flyers & Telephone Directories				
Directories	36,460,354	37,443,826	983,472	32.00
Corrugated Cardboard	9,701,547	9,409,253	(292,294)	8.04
PET Plastics	2,403,418	2,516,160	112,742	2.15
4, 5, & 7 Rigid Plastics	1,091,802	1,188,132	96,330	1.02
Glass Containers	5,779,403	5,900,561	121,158	5.04
Boxboard	5,841,826	6,000,204	158,378	5.13
Aluminum Cans	1,035,668	1,100,119	64,451	0.94
Metal Cans	2,792,798	2,922,020	129,222	2.50
Polycoat & Aseptic Containers	1,170,420	1,264,712	94,291	1.08
HDPE Containers	2,531,434	2,592,788	61,354	2.22
Total Eligible Materials	68,808,670	70,337,775	1,529,105	60.10

IMPORTANT NOTES: Although MPSC requires that participating municipalities report by-material, caution must be used in interpreting the by-material weights provided.

1. Oftentimes materials are collected, processed and sold mixed together (commingled). This represents a challenge to determining precise by-material weights. For example, all rigid plastics (#2, #4, #5 and #7) are sometimes marketed together. In other cases, #2 plastics are marketed separately from the others.
2. Individuals may bring newspapers, magazines and other periodicals home from other sources (offices) for recycling resulting in higher recovery than just what is considered residential waste.
3. Recovery numbers reported by the MPSC include only those materials which are recycled through registered local recycling programs in participating communities. Manitoba also has many active charity-based organizations and individuals that collect recyclable materials for sale directly to brokers. The amount of material recycled through such activities is unknown at this time, but it is estimated to be substantial. This is most apparent in the recovery of aluminum beverage containers. In previous years, a third party study conducted on behalf of MPSC estimated the total annual recovery rate for beverage containers to be above 60%.
4. MPSC has capped the amount of corrugated cardboard (OCC) that it will fund as a mechanism for capping its financial exposure to unknown amounts of corrugated cardboard generated in the province's commercial/institutional sector. The OCC amount shown in the table includes all OCC collected and reported by participating municipal recycling programs, whether from households or other sources.

Other MPSC Programming

MPSC offers communities more than financial support. Participating communities also have access to tools designed to help their local recycling programs become more effective and cost-efficient.

You can find out more by visiting our website at www.mpsc.com.

MPSC provides support to Manitoba Municipalities via various means to assist Municipalities with establishing and maintaining viable and successful recycling programs. MPSC's support systems and tools cover the areas of promotion, education, markets and technical information. Listed below is a synopsis of the assistance we provide.

- **Monthly bulletin** – a regular monthly bulletin is distributed to municipalities and recyclers. The bulletin details relevant information about programs, events, new initiatives and other information that may be of interest to our stakeholders. Since 2004 the bulletin is mainly distributed via email.
- **Community Recycling Reports** – are distributed to participating municipalities in the Fall of each year. These reports assist municipalities to monitor the success of their recycling programs and to set goals for their community. A grading system is used to give municipalities a straightforward way to evaluate their community recycling program.
- **Poster campaign** – in early 2008 MPSC created posters targeted at encouraging recycling. Over 1,800 posters were distributed to participating municipalities.
- **www.mpsc.com** – MPSC's corporate website contains up-to-date information on MPSC activities, a 5-step guide to promoting a local recycling program, market and technical information as well as a dedicated page to each participating municipality (whereby municipalities can download their current recycling claim form and access current and past report cards).
- **Recycled products display** – MPSC has three Recycled products displays containing various household materials that have been recycled into new products (eg's: shirts made from recycled plastics). The displays are available for loan to any municipality wishing to use it.
- **Annual Reports** – Each year MPSC produces an annual report that provides information and financial results pertaining to our activities from the previous year.
- **Markets Directory** – MPSC collects and maintains a comprehensive list of available recycling markets. Municipalities and recycling agents can request assistance with evaluating the best net revenue for their recyclables. The MPSC monitors market revenues for all MPSC eligible materials on a regular basis.



"Thank you for loaning us this (Recycled products) display.

The 4-H children, their parents and the general public enjoyed it very much!

Thanks,"

Bill Crocker.

- **Cost Monitoring Study** – MPSC surveys all Manitoba communities annually in order to provide MPSC with information on municipal recycling program costs. Participation is mandatory and the information collected is used to calculate Municipal Recycling Support Payments (MRSP). The data collected provides information on best practices and also identifies communities that will be offered technical assistance to improve performance.
- **Revenue Monitoring** – MPSC monitors municipal recycling revenues in Manitoba on a monthly basis. Recycling revenues this past year were strong and fairly consistent. Last year the sale of recyclables generated between five and six million dollars in revenues. There are many factors that affect recycling revenues and it's difficult to predict future values of recyclables. However, it is safe to assume that recycling markets won't disappear any time soon. In fact it can be stated that recycling markets are now an important part of both local and global economies.
- **One-on-one support** – On an as needed basis the MPSC provides assistance to municipalities that require help with a specific issue(s).

Stewards Programs

"A steward of beverage containers shall pay a WRAP levy at the rate of 2 cents per container that contained a beverage that is supplied by the steward for consumption in Manitoba"

*Source: The Waste Reduction and Prevention Act
(C.C.S.M c. W40)*

*Manitoba Regulation 39/95 Multi-Material Stewardship
(Interim Measures) Regulation*



Stewards of Designated Materials

In Manitoba, companies supplying non-deposit, ready to serve beverage containers are required to obtain a Product Steward License under the Multi-Material Stewardship (Interim Measures) Regulation (39/95) requires. The Regulation also requires Product Stewards to register, report containers supplied and remit a 2¢ WRAP Levy on all non-deposit, ready-to-serve beverage containers supplied in Manitoba to the Manitoba Product Stewardship Corporation.

One hundred and sixteen companies were licensed as Product Stewards of beverage containers with the MPSC during the 2009 Program Year. During the 2008-2009 Manitoba Product Stewardship Program Year, over \$8.9 million in 2¢ WRAP Levies were remitted to the MPSC.

The 2¢ WRAP Levy is only applicable on beverage containers supplied in Manitoba. The Credit Program area of the MPSC is a mechanism whereby Licensed Product Stewards may apply for reimbursement of WRAP Levies for Out of Province sales of applicable materials. The Credit Program also addresses such occasions of double remittances and over remittances on applicable materials. Product Stewards applied for and received over \$234,000* for qualifying credits during the 2009 Program year.

Compliance Review procedures, performed on a rotating schedule, are part of the compliance/enforcement area of the Stewards Program. All compliance review procedures are performed by an independent, 3rd party organization to maintain confidentiality of sensitive sales information. The Compliance Review program area progressed with field reviews of eight product stewards during the 2009 program year. Product Steward Compliance Surveys were issued to the remaining applicable companies. Periodic in-store monitoring is also performed to ensure that applicable materials are properly registered with the MPSC.

**During the 2008/2009
Manitoba Product
Stewardship Program
Year, over \$8.9 million in
2¢ WRAP Levies* were
remitted to the MPSC**

* (Figures are based on numbers before accrual for late reporting of levies and provisions under the MPSC Credit Program)

**Chart 5 — 2008/2009
2¢ WRAP Levy Beverage
Containers Supplied in
Manitoba**



Financial Statements

March 31, 2009

AUDITORS' REPORT

To the Board of Directors of
Manitoba Product Stewardship Corporation

We have audited the balance sheet of **Manitoba Product Stewardship Corporation** as at March 31, 2009 and the statements of operations, changes in net assets and cash flows for the year then ended. These financial statements are the responsibility of the company's management. Our responsibility is to express an opinion on these financial statements based on our audit.

We conducted our audit in accordance with Canadian generally accepted auditing standards. Those standards require that we plan and perform an audit to obtain reasonable assurance whether the financial statements are free of material misstatement. An audit includes examining, on a test basis, evidence supporting the amounts and disclosures in the financial statements. An audit also includes assessing the accounting principles used and significant estimates made by management, as well as evaluating the overall financial statement presentation.

In our opinion, these financial statements present fairly, in all material respects, the financial position of the company as at March 31, 2009 and the results of its operations and its cash flows for the year then ended in accordance with Canadian generally accepted accounting principles.



Winnipeg, Canada,
May 28, 2009

Chartered Accountants

Ernst & Young LLP

Manitoba Product Stewardship Corporation
Incorporated under the laws of Manitoba

BALANCE SHEET

As at March 31

	2009	2008
	\$	\$
ASSETS		
Current		
Cash and cash equivalents [note 4]	1,735,184	2,022,758
Interest receivable	1,920	10,960
Levies receivable	789,951	849,897
Prepaid expenses and deposits	12,409	12,468
Total current assets	2,539,464	2,896,083
Cash and cash equivalents [restricted] [note 2(d)]	300,000	300,000
Capital assets, net [note 5]	12,478	17,694
	2,851,942	3,213,777

LIABILITIES AND NET ASSETS

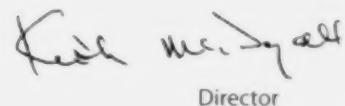
Current		
Accounts payable and accrued liabilities	316,080	118,528
Recycling support payments payable	1,494,265	1,554,466
Total current liabilities	1,810,345	1,672,994
Net assets		
Invested in capital assets	12,478	17,694
Internally restricted	300,000	300,000
Unrestricted	729,119	1,223,089
Total net assets	1,041,597	1,540,783
	2,851,942	3,213,777

See accompanying notes

On behalf of the Board:



Director



Director

Manitoba Product Stewardship Corporation

STATEMENT OF OPERATIONS

Year ended March 31

	2009	2008
	\$	\$
REVENUE		
Beverage levy	8,901,567	8,895,689
Levy rebates	(234,148)	(257,848)
Interest	62,239	116,982
	8,729,658	8,754,823
EXPENSES		
Programs		
Municipal		
Recycling support payments to municipalities	8,639,781	8,737,354
Municipal support	21,217	74,915
	8,660,998	8,812,269
Steward		
Compliance of WRAP Act	47,522	39,159
Corporation promotion/partnerships		
Advertising and promotion	2,463	7,023
Partnerships/sponsorships	5,000	5,000
	7,463	12,023
Administrative expenses [schedule]	8,715,983	8,863,451
	512,861	503,190
	9,228,844	9,366,641
Net loss for the year	(499,186)	(611,818)

See accompanying notes

Manitoba Product Stewardship Corporation

STATEMENT OF CHANGES IN NET ASSETS

Year ended March 31

	2009			
	Invested in capital assets	Internally restricted	Unrestricted	Total
	\$	\$	\$	\$
		(note 2[a])		
Balance, beginning of year	17,694	300,000	1,223,089	1,540,783
Net loss for the year	(5,216)	—	(493,970)	(499,186)
Balance, end of year	12,478	300,000	729,119	1,041,597

	2008			
	Invested in capital assets	Internally restricted	Unrestricted	Total
	\$	\$	\$	\$
Balance, beginning of year	22,485	—	2,130,116	2,152,601
Net loss for the year	(6,857)	—	(604,961)	(611,818)
Purchase of capital assets	2,066	—	(2,066)	—
Allocation of amount to cover wind-up	—	300,000	(300,000)	—
<i>[note 2[a]]</i>				
Balance, end of year	17,694	300,000	1,223,089	1,540,783

See accompanying notes

STATEMENT OF CASH FLOWS

Year ended March 31

	2009	2008
	\$	\$
OPERATING ACTIVITIES		
Net loss for the year	(499,186)	(611,818)
Add item not involving cash		
Amortization	5,216	6,857
	(493,970)	(604,961)
Changes in non-cash working capital balances related to operations		
Interest receivable	9,040	2,120
Levies receivable	59,946	(4,911)
Prepaid expenses and deposits	59	(89)
Accounts payable and accrued liabilities	197,552	46,458
Recycling support payments payable	(60,201)	65,310
Cash used in operating activities	(287,574)	(496,073)
INVESTING ACTIVITIES		
Purchase of capital assets	—	(2,066)
Cash used in investing activities	—	(2,066)
Net decrease in cash and cash equivalents during the year	(287,574)	(498,139)
Cash and cash equivalents, beginning of year	2,322,758	2,820,897
Cash and cash equivalents, end of year	2,035,184	2,322,758
Cash and cash equivalents consists of		
Unrestricted	1,735,184	2,022,758
Restricted	300,000	300,000
	2,035,184	2,322,758

See accompanying notes

NOTES TO FINANCIAL STATEMENTS

March 31

1. NATURE OF ORGANIZATION

Manitoba Product Stewardship Corporation ["MPSC"] was established under the Waste Reduction and Prevention Act ["WRAP"] – Multi-Material Stewardship (Interim Measures) Regulations [the "Regulations"] with the following objectives:

- [a] To establish and administer a waste reduction and prevention program for designated materials for Manitoba;
- [b] To provide for the effective, efficient and economical management of waste designated materials; and
- [c] To administer the Multi-Material WRAP Fund.

The Multi-Material WRAP Fund is an industry-operated fund which provides for, among other initiatives, recycling support payments to municipal and local governments for eligible materials recovered from residential waste and delivered to an approved recycling facility. The Fund is currently funded by the collection of levies on beverage containers supplied by a steward of beverage containers to be consumed in Manitoba.

MPSC is exempt from income tax under Section 149 of the Income Tax Act.

2. SIGNIFICANT ACCOUNTING POLICIES

[a] Going concern considerations

The Government of the Province of Manitoba enacted Regulation 195/2008 under the Waste Reduction and Prevention Act along with Guideline for Packaging and Printed Paper Stewardship and Guideline for Plastic Bags. The intent of the regulation is to transition the government's approach to multi-material handling to an Industry Funding Organization, Multi Material Stewardship Manitoba. There have been no transactions between MPSC and Multi Material Stewardship Manitoba. Three of the ten Directors of MPSC are also Directors of Multi Material Stewardship Manitoba. The wind-up of MPSC is subject to regulatory approval, but it is uncertain when this will occur. The potential impact of the wind-up of the operations of MPSC is currently estimated as outlined in note 2[d] and the board and management have internally restricted net assets and designated cash to cover this amount which is recorded as restricted cash and cash equivalents. As the regulation has not yet been passed, these wind-up costs have not been accrued in these financial statements.

The financial statements have been prepared in accordance with Canadian generally accepted accounting principles on a going concern basis, which presumes MPSC will realize its assets and discharge its liabilities in the normal course of operations. The financial statements do not give effect to any adjustments to the classification and carrying values of assets and liabilities that might be necessary should MPSC be unable to continue its operations as a going concern.

NOTES TO FINANCIAL STATEMENTS

March 31

[b] Levy revenue and recycling support payments to municipalities

Levy revenue is charged on all non-deposit [excluding dairy] beverage containers supplied for consumption in Manitoba, subject to certain exemptions, by a Product Steward. Pursuant to the Regulations, a Product Steward is defined as the first person or business in Manitoba who, in the course of business, supplies beverages in containers to another person or business. Beverage levy revenue is recognized based on revenue as reported by the Product Stewards to MPSC, and when the amount is received or receivable if the amount to be received can be reasonably estimated and collection is reasonably assured.

Product Stewards are eligible for credits if the beverage containers on which levies have been previously paid were supplied to consumers outside of Manitoba or if the levies are inadvertently paid by two Product Stewards on the same beverage containers. Levies are collected and credits are paid based on self assessments as reported by Product Stewards.

Recycling support payments to municipalities are paid to registered Manitoba municipalities based on the tonnage of eligible materials delivered to an approved recycling facility as reported by the municipalities to MPSC.

[c] Cash and cash equivalents

Cash and cash equivalents are recorded at fair value and include cash and short-term investments with maturities at the date of purchase of up to three months.

[d] Cash and cash equivalents [restricted]

Cash and cash equivalents [restricted] consist of funds held for approximate costs expected to be incurred upon wind-up of MPSC. The timing of the wind-up is subject to legislative approval.

Cash and cash equivalents [restricted] are recorded at fair value and include cash and short-term investments with maturities at the date of purchase of up to three months.

[e] Capital assets

Capital assets are recorded at cost less accumulated amortization. Amortization is provided for by the following annual rates and methods:

Furniture and fixtures	20% declining balance
Computer hardware	30% declining balance
Computer software	100% straight-line

NOTES TO FINANCIAL STATEMENTS

March 31

[f] Use of estimates

The preparation of financial statements in accordance with Canadian generally accepted accounting principles requires management to make estimates and assumptions that affect the reported amounts of assets and liabilities and disclosure of contingent assets and liabilities at the date of the financial statements and the reported amounts of revenue and expenses during the reporting period. Actual results could differ from these estimates.

[g] Financial risk management

It is management's opinion that MPSC is not exposed to significant interest, currency or credit risks arising from its financial instruments. Due to their short-term maturity, the fair value of MPSC's financial instruments approximates their carrying value unless otherwise stated.

[h] Capital disclosures

Effective April 1, 2008, MPSC adopted the recommendations of the Canadian Institute of Chartered Accountants [the "CICA"] Handbook Section 1535, "Capital Disclosures", which require the disclosure of qualitative and quantitative information that enables users of the financial statements to evaluate MPSC's objectives, policies and processes for managing capital. The adoption of these recommendations only required additional disclosures, which are provided in note 7.

[i] Future accounting changes

Disclosure and Presentation of Financial Instruments

The CICA has issued two new standards, Handbook Section 3862, "Financial Instruments -Disclosures" and Handbook Section 3863, "Financial Instruments – Presentation". The new standards are intended to enhance the abilities of users of financial statements to evaluate the significance of financial instruments to an entity, related exposures and the management of these risks.

These new sections, which were effective April 1, 2008, would require additional disclosure in the financial statements. However, the CICA subsequently amended these sections to eliminate the requirement for not-for-profit entities and rate-regulated enterprises to adopt these sections. These entities are permitted to continue to apply Handbook Section 3861, "Financial Instruments -Disclosure and Presentation" in place of Handbook Sections 3862 and 3863. An entity that does so must disclose this fact.

Not-For-Profit Organizations

The CICA amended a number of standards applicable to not-for-profit organizations ["NFPs"] and issued new standard, CICA Handbook Section 4470, "Disclosures of Allocated Expenses by Not-for-Profit Organizations".

CICA Handbook Section 4400, "Financial Statement Presentation by Not-For-Profit Organizations" was amended to:

- eliminate the requirement to treat net assets invested in capital assets as a separate component of net assets and instead permit NFPs to present such an amount as a category of internally restricted net assets when it chooses to do so;

NOTES TO FINANCIAL STATEMENTS

March 31

- clarify that revenues and expenses must be recognized and presented on a gross basis when a not-for-profit organization is acting as a principal in transactions; and
- make Handbook Section 1540, "Cash Flow Statements" applicable to NFPOs.

CICA Handbook Section 4430, "Capital Assets Held by Not-For-Profit Organizations" was amended to provide additional guidance with respect to the appropriate use of the scope examination for smaller entities.

CICA Handbook Section 4460, "Disclosure of Related Party Transactions by Not-For-Profit Organizations" was amended to make the language in Handbook Section 4460 consistent with Handbook Section 3840, "Related Party Transactions".

CICA Handbook Section 4470, "Disclosure of Allocated Expenses by Not-For-Profit Organizations" establishes disclosure standards for NFPOs that choose to classify their expenses by function and allocate expenses from one function to another. The main features of the new Section are:

- requirement for an entity that allocates its fundraising and general support expenses to other functions to disclose the policies adopted for the allocation of expenses among functions, the nature of the expenses being allocated and the basis on which such allocations have been made; and
- requirement for an entity to disclose the amounts allocated from each of its fundraising and general support functions and the amounts and functions to which they have been allocated.

These new requirements are effective April 1, 2009 and will only require additional disclosure in the financial statements.

3. FINANCIAL INSTRUMENTS

Financial instruments include cash and cash equivalents, interest receivable, levies receivable, accounts payable and accrued liabilities and recycling support payments payable. The carrying value of the financial instruments approximates fair value.

The CICA Handbook Section 3861, "Financial Instruments – Disclosure and Presentation" requires MPSC to make the following classifications:

- Cash and cash equivalents are classified as held-for-trading and measured at fair value. The gains or losses arising on the revaluation at the end of the year are included in net income (loss);
- Interest receivable and levies receivable are classified as loans and receivables and recorded at cost, which upon their initial measurement is equal to their fair value. Subsequent measurements are recorded at amortized cost using the effective interest rate method; and
- Accounts payable and accrued liabilities, and recycling support payments payable are classified as other financial liabilities and are initially measured at their fair value. Subsequent measurements are recorded at amortized cost using the effective interest rate method.

NOTES TO FINANCIAL STATEMENTS

March 31

MPSC has chosen to apply CICA Handbook Section 3861 in place of Handbook Section 3862, "Financial Instruments – Disclosures" and Handbook Section 3863, "Financial Instruments – Presentation".

4. CASH AND CASH EQUIVALENTS

Included in cash and cash equivalents are term deposits held in trust by the Department of Finance of the Province of Manitoba of \$857,563 [2008 - \$1,083,006]. The term deposits bear interest at 0.70% [2008 - 3.50%] per annum and mature on April 27, 2009.

5. CAPITAL ASSETS

Capital assets consist of the following:

	2009			2008		
	Cost	Accumulated amortization	Net book value	Cost	Accumulated amortization	Net book value
	\$	\$	\$	\$	\$	\$
Furniture and fixtures	26,405	22,985	3,420	26,405	22,131	4,274
Computer hardware	94,734	85,676	9,058	94,734	81,794	12,940
Computer software	150,447	150,447	—	150,447	149,967	480
	271,586	259,108	12,478	271,586	253,892	17,694

6. LEASE COMMITMENTS

MPSC rents office space and equipment under various leases with commitments totalling \$55,468 for fiscal 2010.

7. CAPITAL MANAGEMENT

Effective April 1, 2008, MPSC adopted the recommendations of CICA Handbook Section 1535, "Capital Disclosures", which requires the disclosure of qualitative and quantitative information that enables the users of the financial statements to evaluate MPSC's objectives, policies and processes for managing capital.

In managing capital, MPSC focuses on liquid resources available for operations. MPSC's objective is to have sufficient liquid resources to continue despite adverse financial events and to provide it with the flexibility to take advantage of opportunities that will advance its purposes. To offset the impact of the wind-up of the operations of MPSC, internally restricted net assets and cash have been designated to meet the obligations of the wind-up of operations. The need for sufficient liquid resources is considered in the preparation of an annual budget and in the monitoring of cash flows and actual operating results compared to the budget. As at March 31, 2009, MPSC has met its objectives of having sufficient liquid resources to meet its current obligations.

MPSC is not subject to externally imposed capital requirements. There were no changes in MPSC's approach to capital management during the year.

SCHEDULE OF ADMINISTRATIVE EXPENSES

Year ended March 31

	2009	2008
	\$	\$
Amortization	5,216	6,857
Board members' expenses	1,597	3,269
Communication	9,653	9,053
Contract financial management	57,388	55,462
Equipment, leasing, repairs and maintenance	4,337	4,448
Insurance	17,059	15,894
Office	19,065	20,247
Professional fees	26,639	18,673
Promotion	1,194	1,196
Rent	50,562	49,907
Salaries, wages and benefits	316,123	310,732
Subscriptions	3,152	6,597
Travel and automotive	876	855
	512,861	503,190

See accompanying notes

BOARD OF DIRECTORS & STAFF

At March 31st, 2009

Board

John Clarkson (Chair)	<i>Science, Technology, Energy and Mines</i>
Rudy Redekop (Sec-Treasurer)	<i>Publishing/Printing Industry</i>
Neil Antymis	<i>Beverage Industry</i>
Keith McDougall	<i>Retail Sector</i>
Melvin Klassen	<i>Association of Manitoba Municipalities</i>
Randy Sigurdson	<i>Association of Manitoba Municipalities</i>
Moira Geer	<i>City of Winnipeg</i>
Jim Ferguson	<i>Green Manitoba</i>
John Sinclair	<i>Consumers</i>

Staff

Jim Fogg	<i>General Manager</i>
Michael Fernandes	<i>Senior Manager, Municipal Programs</i>
Darryl Nicholson	<i>Steward Programs</i>
Gina Borkofski	<i>Municipal Systems Coordinator</i>
Liisa Stewart	<i>Administrative Assistant</i>

**How This Report
Was Made**

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mpsc

Manitoba
Product Stewardship
Corporation

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